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WINTER 1983-84

la salle

A QUARTERLY LA SALLE COLLEGE MAGAZINE

Video Game Virtuoso Joseph F. Keenan

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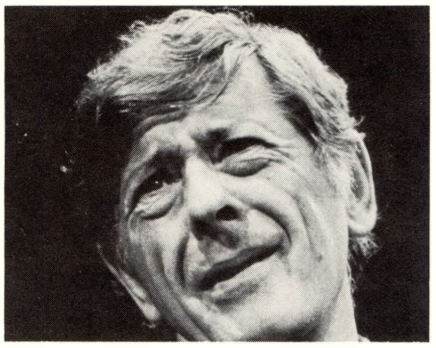
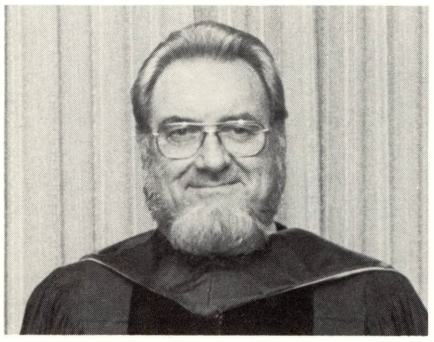


Shakespeare Visits Campus, Page 12



Surgeon General Honored, Page 18

Brother Edward John Mourned, Page 19

Volume 28 Winter 1983-84 Number 1

la salle

A QUARTERLY LA SALLE COLLEGE MAGAZINE

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Contents

1 TRADITION CONTINUES

La Salle has maintained a strong reputation according to the college's health professions advisor.

6 THE VIDEO GAME VIRTUOSO

Joe Keenan, '64, started out selling computers. Before long, he was helping form a company named Atari and a lovable character called Chuck E. Cheese.

10 THE FIRST ANNUAL WAFFLE AWARDS

A La Salle professor offers a tongue-in-cheek glimpse at some of his favorite student excuses.

12 THE ROYAL SHAKESPEARE COMPANY

Martha Ledger's camera followed Britain's famed actors-in-residence during their delightful campus visit.

17 AROUND CAMPUS

Reports on the college's MBA Program, recent Convocation, and a new Computer-Electronics option at night highlighted fall activity at La Salle.

21 ALUMNI NEWS

A chronicle of some significant events in the lives of the college's alumni plus the latest news from the Alumni Association.

CREDITS—Front cover and page 7 by Benjamin Ailes; back cover, Lewis Tanner; inside back cover, Charles F. Sibre; page 9, Pizza Time Theatre; 20, 24 (top), Mike Maicher; all others by Martha Ledger.

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A TRADITION CONTINUES

La Salle has maintained its long, distinguished record of success in placing its graduates into health professions

By James J. Muldoon, F.S.C., Ph.D., '57

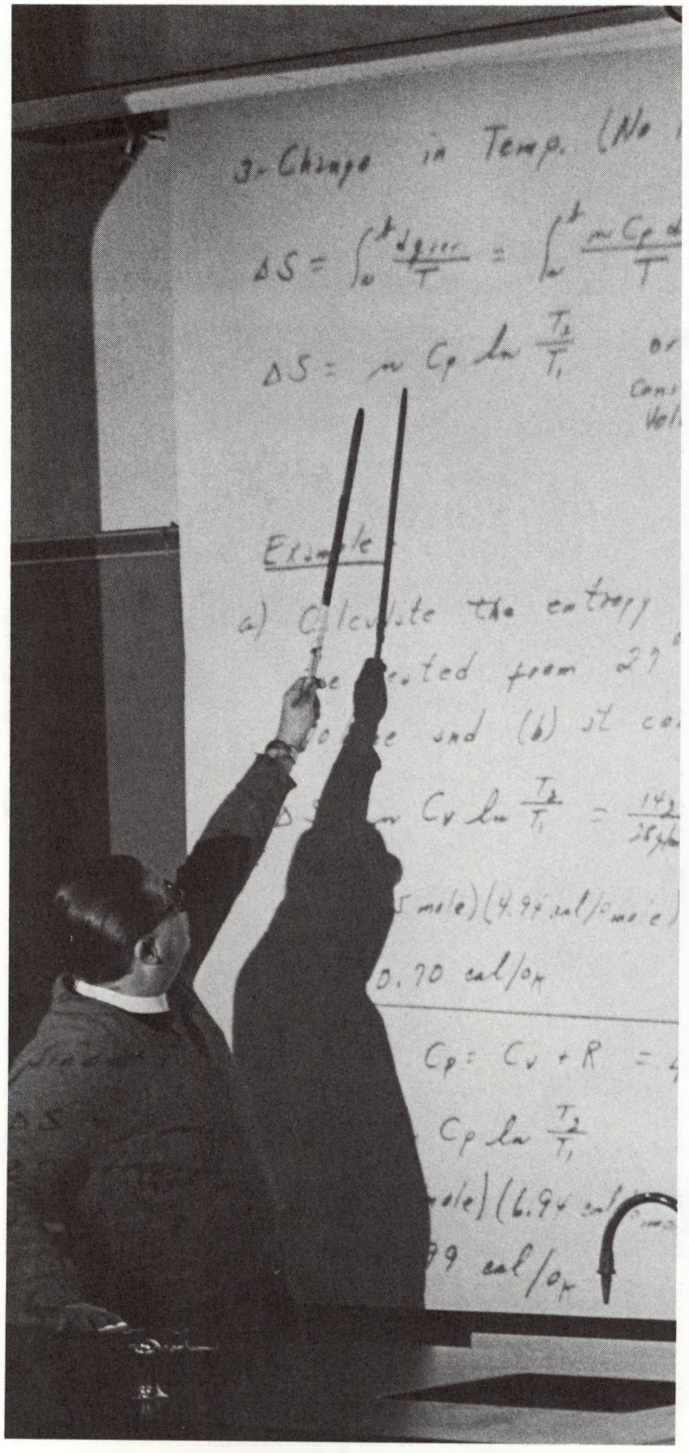
Brother Richard Hawley, F.S.C., chairman of the college's Biology Department, helps students preparing for a career in the health professions.

"If Dr. Holroyd recommends you, you're guaranteed a place in a health professional school."

Those words or their verbal equivalent were common in the halls of La Salle about thirty years ago, and in those simpler times they may have carried a good deal of truth. Although they still bring a blush of mixed pride and embarrassment to the cheeks of the good Doctor, they stand as a tribute to the deeds and to the memory of one who began a magnificent tradition here at La Salle.

Graduates of more recent vintage may well have paid

"...A Solid, Substantial, Christian Educational Environment."



James Muldoon, F.S.C., Ph.D., Dean of Arts & Sciences, is chairman of the College's Committee on Applicants to the Health Professions.

a similar tribute to the work of Bro. F. Christopher and Dr. John Penny who together solidified that reputation over many years. Like the Holroydian belief, and allowing for the pressure of a more competitive era, there may well be more truth to the claim than we know. With all due respect to these early pioneers and to the work of the present advocates for the good fortune of our graduates, however, we must be realistic in our assessment.

While the reputation and integrity of the primary advocate may play a crucial role in the admission of specific applicants, credit for the long and distinguished record of success should be invested in the dedicated faculty and staff who make La Salle what it has been and what it continues to be: a solid, substantial Christian educational environment. It is the qualities which develop within students because of this dedication which make many of these candidates attractive and acceptable to the health professions.

Many changes have taken place over the span of years represented by the work of Dr. Holroyd, Bro. Christopher and Dr. Penny, and that of the present committee. If you are a health professional of more seasoned vintage, the problems you faced in gaining admission into your profession may be far different from those faced by more recent entrants into the field. Let's take a look at some of the factors involved in gaining admission into medical school programs. Much of these observations will apply equally well to the other health professional fields.

Recently La Salle participated at the invitation of Jefferson Medical College in a longitudinal study of students in their program over a number of years. As an institution which had provided many graudates of Jefferson, we were invited along with seven other institutions to contribute information. The data in Table I represents the academic profile of the 100 students from La Salle who accepted admission to Jefferson Medical College between 1964 and 1979.

It might be well to point out the probable explanation for some shifts which are evident on the table. For example, one notes a significant decrease in the total number of courses typically taken by a student over four years in about 1970 and another drop in about 1976 or so. Partly responsible for the 1970 change is the fact that the requirement for graduation was reduced for the 1970 class from 126 to the present 120 hours. This generally produced a two course reduction. Also we are noting the gradual effect of ROTC requirements, from a four course requirement in the 60's for all students, to a two course requirement, and finally to the present non-requirement.

One can make more meaningful comparisons by considering the data of Table I in group clusters. Table II

shows the data from Table I weight-averaged for the years 1964-1967, 1968-1974 and 1975-1979.

Graduates in the classes 1964-1967 were entirely under what, for want of a better term we will call the 'old' curriculum. The graduation requirement was 126 credits, all were required to follow the ROTC program for two years, and the curriculum was much more tightly structured than it is at present. Graduates of 1968-1974 were operating in a transitional curriculum. The ROTC requirement was reduced to one year and the graduation requirement reduced to 120 hours. In addition, options for free electives were increased during this time period. Students in the 1975-1979 classes were those who first graduated entirely under the 'new' curriculum. Under this curriculum (presently in force) the college controls 45 credits in the liberal arts core, the major department is permitted control of about 45 credits, and the student has about ten free elective courses. It is interesting to note that the students interested in medical and other health professional areas do not seem to be using these free elective courses entirely in the science and math areas, but rather seem to be building information base in a number of disciplines.

TABLE I

Students Accepting Admission to Jefferson—1964 to 1979

YEAR	No. of STUDENTS	Total COURSES	Overall GPA	S&M COURSES	S&M GPA	A&H COURSES	A&H GPA
1964	6	48.7	3.16	20.2	3.07	25.2	3.24*
1965	7	48.6	3.18	20.1	3.13	24.4	3.23
1966	11	46.4	3.19	19.4	3.04	23.4	3.31
1967	8	44.8	3.25	18.5	3.23	22.4	3.26
1968	7	42.8	3.42	18.6	3.34	21.6	3.49
1969	6	43.0	3.30	18.7	3.18	22.7	3.39
1970	7	40.1	3.45	18.9	3.38	19.1	3.50
1971	9	40.4	3.34	18.7	3.28	20.2	3.41
1972	3	42.7	3.22	19.3	3.11	20.7	3.36
1973	2	40.0	3.72	20.5	3.73	19.5	3.68
1974	3	40.7	3.58	19.0	3.55	20.0	3.55
1975	3	37.3	3.68	19.0	3.78	18.3	3.50
1976	6	40.5	3.55	22.0	3.55	17.8	3.46
1977	11	37.8	3.58	18.3	3.47	18.6	3.72
1978	7	37.3	3.76	18.9	3.70	18.4	3.80
1979	4	38.5	3.60	19.5	3.59	17.0	3.56

*Discrepancies between the total number of courses and the sum of S&M (Science & Math) + A&H (Arts & Humanities) is due to the omission of courses which fit in neither category (ROTC, etc.).

A casual reading of the data of Table II might lead the concerned alum to become alarmed about the integrity of the degree. While there has been a real drop in the average number of courses taken from 46.9 in 1964-67 to 38.2 in 1975-79, it is not so significant as might appear on the surface. Remember that requirements of four ROTC

TABLE II

Comparative Clusters of Accepted Students

YEAR	No. of STUDENTS	Total COURSES	Overall GPA	S&M COURSES	S&M GPA	A&H COURSES	A&H GPA
1964-67	32	46.9	3.20	19.5	3.11	23.7	3.27
1968-74	37	41.4	3.40	18.9	3.33	20.6	3.46
1975-79	31	38.2	3.63	19.4	3.59	18.2	3.64

La Salle's Students Present the Healthy Balance of Preparation in the Humanities, and Disciplines of Science.

courses accounts for part of the change and that the graduation requirement was reduced by about two courses in that span. Note that there is a relative stability in the number of courses taken in science and math over the period covered. This reflects the fact that the science and math programs probably changed least in comparison with other disciplines in the period under consideration. Courses were reorganized, sometimes refocused and updated to introduce new findings, but the basic nature of the disciplines constituting a well-educated baccalaureate scientist has not changed all that much.

It might seem from the table that it is in the area of courses in the arts and humanities that our health professionally oriented students have cut back. This, however, is somewhat misleading. Under the previous curriculum many courses in arts and humanities were two credit offerings while those courses in the present curriculum all carry three hours of credit. Thus in building up the graduation requirement the earlier student took more courses to accumulate the same number of hours as the present students accumulate taking fewer courses. The actual diminution is real but very slight, and on the actual transcripts one can detect no great change in the nature and type of courses in the arts and humanities which these students tend to choose.

Thus it would seem that the La Salle candidates for the health professions continue to present the healthy balance of preparation in the liberal arts and humanities and in the disciplines of science which have perennially characterized them.

One fact which appears obvious after studying Table II is the effect of grade inflation over the years of the study. Since this is a national phenomenon shared in by La Salle, it is easier not to be embarrassed in noting it. We continue to attract very bright young people into the science and health oriented curricula at La Salle, but one might venture to assert that these students are no brighter than many of their predecessors who fared less well in their GPA. The evidence I have seen from La Salle and other schools participating in the Jefferson study serves to underscore the fact that the medical schools have adapted well to the reality of grade inflation.

For the present day aspirant to the health professions, the bottom line remains the same. One must strive to achieve at academic levels which are recognized as at or near the top of the standards of the time.

A number of circumstantial and societal factors can be traced which have changed the nature of application to health professional schools over the years. Encouraged by the heavy governmental funding to both schools and students which characterized the 50's, 60's and early 70's, young people from socioeconomic levels formerly hesitant to do so began to aspire to careers in the health professions. This swell of qualified applicants, enhanced in numbers by women and minority members, caused a tremendous pressure on the admissions groups at the health professional schools. Thus we found ourselves in the late 60's and early 70's reporting to our applicants that nationwide the medical schools were accepting only one in three qualified applicants. Of necessity, the more homey practice of dealing primarily with the Dean gave way to the need to deal with an admissions committee. While this

may have diminished somewhat the personal impact of the health professions advisor at the undergraduate institution, it served to focus attention more on the quality of the academic preparation at the institution and the personal qualities of the candidates from that institution.

In the course of the past several years new factors have entered the picture in the form of diminished support to students and institutions by governmental agencies, skyrocketing tuitions, and the self-selection which has resulted in a decline in the numbers seeking admission into health professional programs. It has been our observation, however, that the quality of the existing pool has remained quite high (about 44% of qualified applicants now get accepted) and the reduced numbers represent the decision on the part of some marginal candidates to remove themselves from the pool.

In light of the continuing challenge which entry into these programs represents, we are pleased to present the information in Table III which summarizes the success of our students from the classes of 1977 through 1982 in gaining admission into the health professions.

It is well to note that in the six year period covered by the summary in Table III, 272 of the 359 students who applied to our committee for recommendations were accepted into health professional programs regardless of the recommendation level. Of the 258 who were recommended or highly recommended, 89% found places in programs. A consideration of the numbers in the table will dispel any tendency to assume that the college is assuring high success by refusing to offer its recommendation to any who are not sure bets.

TABLE III

Summary of Acceptances—1977 to 1982 (All Programs)

	RECOMMENDATION LEVEL			
YEAR	HIGHLY RECOMMENDED	RECOMMENDED	RECOM. WITH RESERVATION	NOT RECOMMENDED
1977	18/18	24/32	1/12	0/2
1978	16/16	26/32	2/7	0/10
1979	14/14	23/32	2/9	0/1
1980	9/9	32/33	3/7	0/2
1981	22/23	14/19	3/8	0/2
1982	20/20	40/42	3/9	0/0
Totals	99/100	159/190	14/52	0/17

The tradition established by early giants like Roland Holroyd has continued here at La Salle College. We have moved into an era when the role of the health professional advisor, while not unimportant, has become perhaps less personal than was the case in simpler times. Yet La Salle maintains its strong reputation with these schools as attested by its continuing success in placing its students. This is a continuing tribute to the environment in which these young people learn and grow—the Catholic, Christian environment we call La Salle College. ■

Brother Muldoon, who is the Dean of Arts & Sciences at La Salle, is also the college's health profession advisor and chairman of the Committee on Applicants to the Health Professions.

The VIDEO GAME VIRTUOSO

Joe Keenan started out selling computers. Before long he was helping form a company named Atari and a lovable character called Chuck E. Cheese

by Robert S. Lyons, Jr., '61

Joe Keenan was escorting a visitor through the headquarters of Pizza Time Theatre, his California-based corporation that operates hundreds of family-oriented restaurant and entertainment centers. Suddenly he stopped, picked up three gold balls, and started juggling them.

"I got the Mike DeAngelis Accounting Award from La Salle," he said without skipping a beat. "But Wall Street says that this is the only accounting I do," he chuckled.

Wall Street's interpretation of his juggling ability nowwithstanding, one thing is certain. The financial world knows that Joseph F. Keenan, '64, has made astonishing strides in the electronic games industry since he stood with a buddy cleaning M-1 rifles in the basement of McCarthy Stadium and "negotiating" his graduation from La Salle.

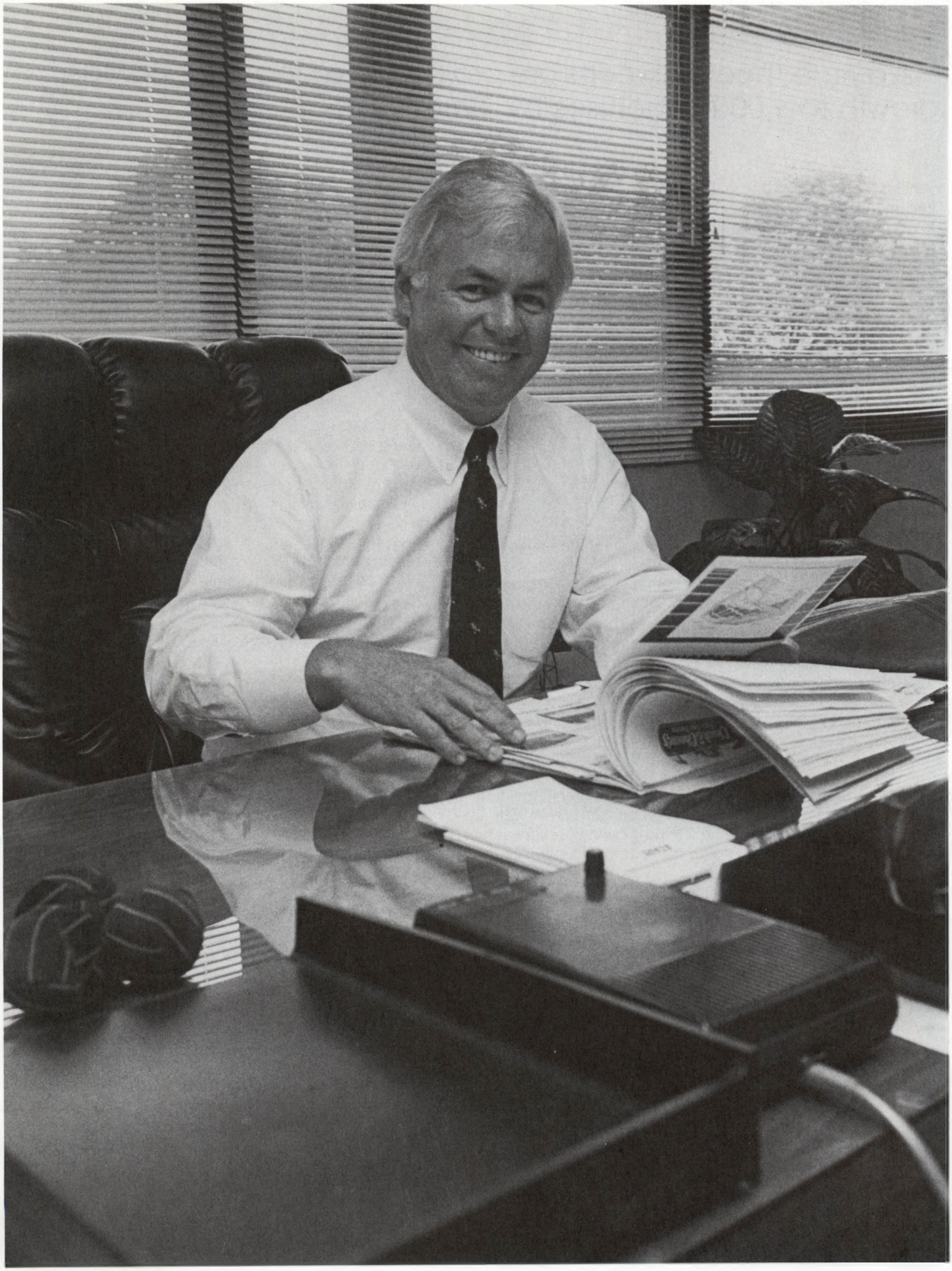
Less than a decade later, Keenan found himself here in Sunnyvale, south of San Francisco, helping to put together a company named *Atari* with a neighbor who had recently moved from Utah. It was 1972 and Keenan's new buddy had recently launched the $4 billion video game business by marketing a simple electronic game called *Pong.* Then after Atari was sold to Warner Communications, Keenan became president of Chuck E. Cheese's Pizza Time Theatre, Inc., which has since grown into a chain of 258 food and entertainment centers located throughout the United States as well as in Canada, Australia and Hong Kong. Other franchises will soon open in England, France, and Puerto Rico. A subsidiary of Chuck E. Cheese's Pizza Time Theatre recently began producing and marketing video games of its own. One of its first clients: ATARI.

"Chuck E. Cheese now has better name recognition than Mickey Mouse," says Keenan, whose engineers have developed *Kadabrascope,* an economical technique of computerized frames that are used to produce animated cartoons. Pizza Time's mascot will soon be featured regularly on your Saturday morning kiddie TV schedule. Chuck E. Cheese is already headlining a cast of 17, three dimensional, computer-controlled robotic characters who perform various skits at Pizza Time outlets, entertaining customers while they eat or take a break from playing video games. The unique Chuck E. Cheese concept is predicted on a "wholesome, family environment." All children under 18 must be accompanied by adults to get into a Pizza Time Theatre. The video games, themselves, can only be operated with special coins obtained at the facility.

"My mother used to complain because my only real relaxation as a kid was spending all my money on pinball machines," recalls Keenan, who grew up in northeast Philadelphia. Today, his leisure activities are somewhat more exotic. A pilot since 1969, he owns two antique airplanes—a Stearman Biplane, which is used for aerobatics and as a show plane, and a T28D, which was flown by the French Air Force in Vietnam and Algiers. ("It's a fun plane with a lot of engine," he says. Keenan's real passion (after his wife, Pat, and four children) is sailing. "The San Francisco Bay is such a great sailing place," he says. "The first thing you know, I was hooked." Oh boy, was he ever hooked! Last summer Keenan and his nine man crew on their 67 foot boat, "Charlie," won the annual Trans Pac Yacht (Sailing) Race from Los Angeles to Honolulu, completing the nine day journey three hours ahead of the defending champion.

The story of Keenan's trek from a rowhouse in Mayfair to a penthouse in the Silicon Valley is almost as quixotic as one of Chuck E. Cheese's animated adventures. What makes it even more astonishing is the fact that all principals in this unusual electronic odyssey graduated from college at the *bottom* of their respective classes. Joe's college experience typified that of hundreds of La Salle commuters who preceded or followed him to 20th & Olney. In his case (accompanied by a buddy, now deceased), it meant full-time nights working at the Post Office followed by sleeping, eating, having whatever-fun-you-could-catch, and studying on the run. Occasionally the studying didn't quite catch up with the running.

"My friend and I," recalls Keenan, "I'm sure we're last in our accounting class. We were *very fortunate* to graduate." So fortunate, in fact, that it took some hasty, last-minute negotiating with Col. Jack Maldonado, the commander of La Salle's ROTC unit, for Keenan and his buddy to make the commencement ceremonies at Con-



Pizza Time Theatre experts are projecting a steady worldwide growth to 1,000 franchises by 1986

vention Hall. It seems that in their rush to make up courses that had been dropped over the years, the two young men forgot to leave a spot on their roster for one hour/weekly drill in McCarthy Stadium. When the time came to add up the courses needed to graduate, that missing credit stood out like a thumb caught in an M-1 chamber. Which is exactly where Keenan and his buddy found themselves: in return for a "C," they did nothing but clean rifles for two full weeks. "Undoubtedly we were the best M-1 rifle cleaners of all time," says Keenan.

Armed with his degree, Keenan moved to Princeton and started selling computers for IBM and Applied Logic, Inc. In 1969, he was transferred to California. Living across the street was another newcomer to the area, a fellow named Nolan K. Bushnell, who had finished last in his engineering class at the University of Utah. Also living nearby was a guy named Al Alcorn, who had finished dead last in his electrical engineering class at the Cal-Berkley.

Bushnell and Alcorn had worked together as engineers with Ampex Corporation in its Advanced Technology Division. The three men hit it off immediately. In addition to their academic adventures, they shared a genuine enthusiasm for the electronics industry. Three years later, the first video game was developed by Alcorn under the direction of Bushnell. Named "Computer Space," it was the forerunner of "Pong," which was an immediate hit and triggered the beginning of both Atari and the electronic games industry. When Bushnell founded Atari in 1972, he immediately hired Alcorn for his engineering expertise, followed by Keenan who would become the organization's marketing expert. Keenan founded Kee Games, Inc., in nearby San Jose, and served as Atari's distributer in major cities until merging with the parent company in 1974. With Bushnell serving as chairman of the board, Keenan as president, and Alcorn providing the technical tools, Atari took off.

"I'm not expousing that people should have low marks," says Keenan. "But in some sense, a college degree doesn't always separate the wheat from sheaf. There's no question that all three of us never would have gotten where we are—beginning with entry-level jobs in electronics—*without* college degrees. Fortunately, the companies didn't want to see our transcripts. But they did want to know that we finished college. Both Bushnell and Alcorn are really brilliant men. Nolan has a new idea every ten minutes and Alcorn is simply the best engineer I've known in 20 years in the electronics business."

In 1974, Keenan and Bushnell decided to expand Atari into a games operation business with some type of wholesome, family arcade as a showcase. They figured that the only way to attract parents to such a place would be to make it a restaurant where they could take the kids to eat and have fun at the same time. But what *kind* of a restaurant? "We decided on pizza," recalls Keenan, for the wrong reason because it had a long wait-time associated with it which would be enough time to play the games. The reason we should have picked pizza was because it had a low food cost and it was simple to do. But in any event, we decided to build a big game room with pizza."

At the time, neither executive felt real comfortable with the concept they were developing. It wasn't until that winter when Atari's engineers made their annual trip to Disneyland and got their first look at a new exhibit called Bear Country Jamboree that the creative wheels began to turn. The BCJ's setting is an 1890's Dance/Beer Hall with robotic bears singing and dancing on a stage. "We said, 'Gee, that would make a great attraction at our game room,' " recalls Keenan. "Unfortunately, we found out that it cost Disney $4.5 million to put on that stage show. That was clearly beyond the realm of what you could do in a neighborhood." However, on the walls around the room are such hunting trophies as the heads of a bear, a moose, a buffalo, and deer. Pretending to be part of the audience, these animal heads tell jokes and make fun of the bears up on the stage. "We looked at these heads and felt it was something that we could do inexpensively," says Keenan. "We decided to build some robotic heads, stick them around the walls of our pizza parlor, and that would be our entertainment."

And then they discovered Chuck E. Cheese—purely by accident.

About a month later, Keenan and Bushnell made another annual pilgrimage—this time to the Amusement Park Association Trade Show in Atlanta where Atari had always done considerable video game business. They bumped into a costume exhibitor who had a sample that caught Keenan's eye. "I thought it was 'Wiley Coyotte,' " he recalled. "I was convinced that we could make the electronic and mechanical components without any trouble, but maybe not the fur, the hair, the face, and all that." Keenan promptly bought the sample costume off the showroom floor for $800 and took it back to California. "I wore it to church. I wore it around the neighborhood on Halloween and I also gave it to our engineering lab," he says. "I said, 'Hey, I want you to make a robot frame inside this thing that will talk and sing and all this business. Then we'll be well on our way to our concept.' " A month or so later, Keenan called the lab. "How's my coyotte coming?" "Yeh," said Keenan, "the robot that's going to sing and dance." "That's not a coyotte," they said. "It's a rat! It has about an eight foot pink tail on it." Keenan said, "A rat! You're kidding!"

As you can see, chuckled Keenan, "Chuck E. Cheese was the result of a lot of heavy market research and hard thinking." The new costume character was developed over the period of a year in the engineering department. He was also given a nickname, "Rick Rat." "Then we were getting ready to open our first restaurant," says Keenan. "We said, we can't call a restaurant 'Rick Rat's Place.' " They started throwing different names around. "We looked and he had buck teeth and someone said 'we'll call him Chuckie . . .

Nolan K. Bushnell (left) and Joseph F. Keenan "chat" with Chuck E. Cheese, their popular mascot.

Chuckie Cheese!' And that's how the concept came about. That's how Chuck E. Cheese came into existence." The first Pizza Time Theatre opened in San Jose in May, 1977.

Keenan's marketing experts are projecting a steady worldwide growth to 1,000 Pizza Time Theatre franchises by 1986. "Maybe that will change as we go along," he says, "MacDonald's originally had growth expectations of 1,000 (fast food) outlets but today they have over 7,000 stores." MacDonald's originally felt that they needed a surrounding population of 50,000 people to operate a successful franchise. They have since lowered their demographics to a point where they will now open an outlet to serve a population of 10,000. Growth for Pizza Time Theatre has come easier in Sun-Belt areas, explained Keenan, because franchise development is slower and more difficult in the north where there are existing zoning regulations and the lack of available building sites in established areas like Philadelphia. The company opened 117 new outlets, alone, last year and increased its total revenues by 174% over 1981.

Pizza Time Theatre has also been licensing and merchandising Chuck E. Cheese toys, games, dolls, pillows, slumber bags and novelty items. Company officials are optimistic that Chuck E. has the potential to duplicate the success enjoyed by characters like Garfield the Cat, Strawberry Shortcake, or the Smurfs—especially after Chuck E. Cheese cartoons start blanketing the kiddie market. Pizza Time Theatre's new Cyberamics manufacturing plant, in nearby Milpitas, California, features what company officials call the nation's largest *"Kadabrascope"* system, which is the process of merging traditional cartoon animated techniques with the technology of computer-assisted animation. According to Keenan, his company will now be able to produce quality cartooning at one-tenth the traditional cost.

When ATARI was sold to Warner Communications for $28 million in 1976, the original owners agreed not to compete in the video game business for seven years. The non-competition clause expired on October 1. Since then, Pizza Time Theatre's games manufacturing subsidiary, Sente Technologies—a group of 28 research and design engineers and support staff—has been developing and marketing coin-operated video games. Atari recently signed an agreement to sell the consumer/home versions. Keenan is optimistic that his company will bring some innovation and creativity back into the industry. He also thinks that history is on his side.

"Coin-operated games have been around since 1860 in Atlantic City," says Keenan. "We all remember games at the shore where you put a penny in or played pinball machines. They are certainly not a fad, but there is a tremendous amount of novelty associated with this business. It always has to be something new and exciting. You have to be innovative when you're selling entertainment. There has been a lot of copying, sameness, and lack of excitement on the video game market today. We think we can create some ongoing games. Hopefully, you'll see more innovation.

"We're anxious to get back into the market and try some of the ideas we've been pondering for seven years." ■

THE FIRST ANNUAL LA SALLE

As times change, so do college students.

Clothes, habits, expressions, fads, mannerisms, interests, causes, hobbies, heroes, preoccupations, outlooks, allegiances, careers, obsessions, affiliations, partners—you name 'em, they change 'em.

But excuses—those lies that bind, those explanatory gems that (Erich Segal notwithstanding) do actually mean never having to say you're sorry—the more they change, the more they amaze the sane.

Ah, excuses.

The cycle is almost soothingly familiar: having an assignment, procrastinating until the evening before the due date, allowing something to come up that makes completing the assignment impossible, coming to class without anything on paper, approaching the professor shamefacedly, tiptoeing through an explanation far more creative than anything ever recorded or performed, breathing a sigh of relief at the news that the project will be accepted late, trying to look only mildly disappointed at the addendum that the assignment will of course be downgraded for tardiness, and gushing a bouquet of gratefulness to let said professor know just how much this particular course truly means in one's plans for a productive future.

From time immemorial, in one era and out the other, the student's penchant for concocting bewildering excuses for missing deadlines, has been a fact of college life.

And high time somebody honored these masterpieces of mendacity. If Hollywood can bestow awards on memorable efforts in the filmmaking community, what's stopping us from rewarding similarly spectacular scenarios in academe?

In a word: nothing. Which brings us to La Salle's first annual WAFFLE Awards, our chance to acknowledge those Wondrous Achievements in Flamboyantly Fabricated Lame Excuses.

Don't worry, you won't find your name here. But if the words that follow sound more than vaguely familiar, and the voice you hear in your mind's ear is your own . . . well, shame on you.

Here, then, are the eight great Waffle Awards, as voted by a panel of one.

BEST MOTION PICTURE

"Sir, you'll never believe what happened this morning. It was amazing.

"We're riding on the Schuylkill Expressway on the way to class—my buddy Norm drives me to school on Wednesdays—and I'm sitting in the passenger seat proofreading my paper for the third time. I'm about half-way through it—and haven't found any errors yet—when all of a sudden a big red Chrysler comes careening toward us from the left lane.

"Well, Norm slams on the brakes, and swerves the car to the right, letting out a yell in the process.

"And what do you think happens? My arms fly up in the air and my whole paper—red cover, metal fasteners, and all—flies right out the car window. Along with my new pen, the kind that writes even on butter stains, y'know?

"But the incredible thing is that the paper lands on the back of a flatbed truck just as it's veering onto the exit ramp.

"Anyway, Norm pulls over as soon as he can, and we even back up—carefully, of course—to the exit ramp. But by the time we get there, the truck is long gone.

"I would have loved to turn that baby in today, sir, I really would. Because it was not only heavily researched, I think it was also totally free of typos and mistakes. I really do.

"But, for all I know, it's now well on its way to Kansas City.

"I sure wish I had kept a carbon copy."

BEST ACTRESS

"Um, excuse me, I'm in your third period class. Could I talk to you for a second?"

"Sure."

"I, uh, didn't have my paper ready for you today."

"I noticed."

"I just thought I ought to expl--. . ."

"Are you okay?"

"Oh, sure. It's nothing. I sometimes blank out like that, that's all."

"Can I get you something?"

"Oh no. I'm perfectly fi--. . ."

"Why don't you sit down?"

"No, no. I have to run. I want to get right home and finish typing that paper for you."

"Are you sure you're all right?"

"Yeah. It only happens at lunchtime and when I'm typing."

"When you're typing?"

"Uh huh. Especially consonants. If a word has a lot of consonants in a row, I sometimes blank out right in the mid-. . ."

"Here take my chair."

"No, I'm fine. Really. It only lasts a second. But it sure makes typing a time-consuming process. That's why I couldn't get my paper done on ti--. . ."

"You really ought to see a doctor."

"Oh, no, that's not necessary. As long as I don't skip meals or type for too long at a stretch, I can keep it under control. Well, I gotta run. I'll try to have the paper ready by tomorr--. . ."

"Listen, maybe you'd prefer to dictate it and turn in an audiocassette."

"Oh, no, when I talk into a tape recorder, it's even worse. I can hardly get through a sent--. . ."

"I see what you mean."

"No, I'll type it tonight. Of course, if I find I'm blanking out terribly often, I may have to postpone finishing it for a bit."

"Take your time."

"Would mid-June be too la--. . ?"

BEST SUPPORTING ACTOR

Dear Sir,

I'm leaving this note for you because I'm here at 6:15 a.m. and you don't seem to be in your office yet.

I know we have a paper due and, since I won't be in class today, I wanted you to know why I'm not slipping the finished paper under your office door.

You've made it obvious in class that you do not look kindly on sloppy, dashed-off papers. So I've decided not to insult you by turning in something of obviously inferior quality.

What with my wife ailing, both my children home from school with muscle spams incurred at a local swim meet, our car in the shop for major repairs, and my woebegone brother-in-law and his family still living with us while he looks for work, it's all I can do to keep up with the reading assignments in the text, let alone complete a finished paper.

As I'm sure you know, supporting eight people—to say nothing of our three very large and perpetually

COLLEGE WAFFLE AWARDS

By Bill Wine

hungry Doberman Pinschers—is no mean task.

And while in spirit I am turning in this paper, in actuality I am turning around and going back to deal with the chaos and strain on the home front.

As soon as my wife regains her memory, my children are able to hold their own utensils at the table, my brother-in-law gives up drinking, and my car has a steering wheel, I shall tackle the paper.

Thanks for your patience and understanding.

Yours truly.

P.S.—In appreciation, would you by any chance like a couple of Dobermans?

BEST ORIGINAL SONG (-AND-DANCE)

"Hi. Did you get my paper? No?!? Hmmm, that's funny. I left it right at your car. That's your blue Chevy, isn't it, the one with the dented fender? Yeah, I thought so. I know you said to turn the paper in in person, but I missed class yesterday morning because I had just had all four wisdom teeth extracted and I looked like a beach ball. I was too embarrassed to show up in your class. So when I saw your car in the parking lot, I figured I'd leave it for you there. I can't understand why you didn't find it. I leaned it up against the hubcap of the right front tire. It had a green cover, with a cluster of grape leaves in the upper left corner, and was the maximum number of pages allowed. You couldn't have missed it unless . . . Tell me, do you get in the car on the right side? Oh, of course you don't. How silly of me. I'll bet you drove right off and left it sitting right there on the ground, where the groundskeeper probably mistook it for litter, and tossed it into a trash compactor somewhere. All that time and effort down the drain. And all because I vacationed in London last summer, where I got used to the driver's side being on the right. Darn it! Well, how do you usually handle a situation like this? Should I just drop everything, start at the very beginning, and do the entire project all over again, as if I hadn't already done it? Well?"

BEST DOCUMENTARY

"Sir, you're probably not going to believe this—because, as you can see, I have nothing to turn in this afternoon—but I did actually do the paper. I wrote it well in advance of the deadline, and had it typed over the weekend. But . . . well, you see, my apartment was burglarized Monday evening. And the paper was in my desk drawer along with other valuables like my watch, some rings, and an expensive pocket calculator. And, darn it if they didn't take everything in the drawer including the paper. I guess they're going to try and pawn it off on one of those buy-a-term-paper outfits. Anyway, just in case you don't believe me, I brought a couple of notes along. Here's one from my roomate Rick stating that the paper was stolen along with my other stuff. This one's from my mom, telling you how she typed it for me over this past weekend. And this one's from the insurance investigator—see, it's on Allstate stationery—paraphrasing the claim I've put in. And I've also got my girlfriend, Sheila, waiting in the hallway. She can tell you how little she's seen of me the past few weeks while I've been burning the midnight oil working on that project. I've also got a witness to the burglary itself—a woman who lives across the street from me. Here's her phone number so you can call her. Of course, she doesn't understand English. Sir, do you speak Portugese, by any chance? Well, no matter, I can get other character references if you feel these are not sufficient."

BEST EDITING

"Here's my paper, sir. Yes, that's all of it. Oh, I realize the assignment was for at least ten pages and I gave you well short of that. But I thought about it long and hard, and decided that what I had to say could be said in half a page. And believe me, it took me just as long to compose the three sentences that comprise the paragraph I handed in as it would have taken to research and write eleven or twelve pages and all those silly footnotes. Besides, you've always stressed brevity and conciseness in your lectures, so I decided to practice what you've preached. I know a man like you would never penalize a student for learning and applying an important principle, even if it did mean falling a wee bit short of the minimum length requirement. I'm sure you'll agree, once you've read it, that anything else I might have said would be either redundant or superfluous.

"As for the typing requirement . . . well, I decided that typing adds nothing to content. My handwriting may not be the greatest, but it still says it all, I think.

"And about the smudges on the sheet: the caf was out of paper plates so you might find a pepperoni pizza stain or two. Just disregard them."

BEST VISUAL EFFECTS

"Excuse me, sir?"

"Come in. Have a seat."

"No, thanks. I'd better stand."

"What happened to you?"

"You mean the ace bandage or the cast or the crutches?"

"Take your pick."

"Well, I sprained my wrist playing racquetball, tore a ligament in my leg at soccer practice, and racked up my ankle fooling around at a dorm party last night."

"And the splints?"

"Oh, I busted three fingers in a touch football game Friday afternoon."

"Let me guess. You can't type your paper."

"Right. That's why I stopped by. If all three fingers were on the same hand, I could manage. But this way, both hands are incapacitated. I'd ask my girl to type it, but we're not exactly getting along right now, if you know what I mean."

"I think so, yeah."

"Well, thanks for your time. I better get going. My fraternity's got a basketball game tonight."

"You 're just spectating, I assume."

"Well, not exactly. I'm the starting center, so I gotta show up. But I play sort of a low post, so my fingers, legs and ankle hardly come into play at all. Of course, the neck brace'll have to come off till after the game, whiplash or no whiplash."

BEST SOUND

"It's due *when? Today? No-o-o-o-o-o.* You're kidding. Tell me you're kidding. You're *not?*

Eeeeeeaaaaaahh!!!!!"

Mr. Wine is an assistant professor, English and Communication Arts.

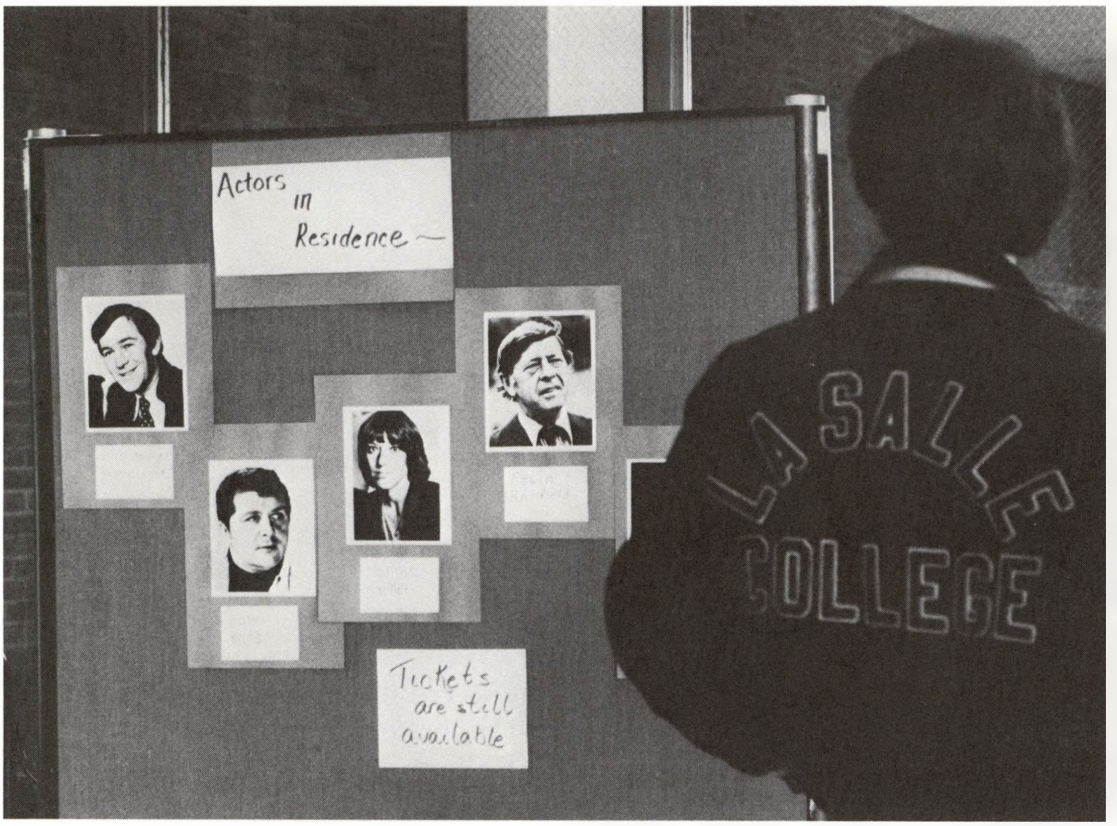
THE ROYAL SHAKESPEARE

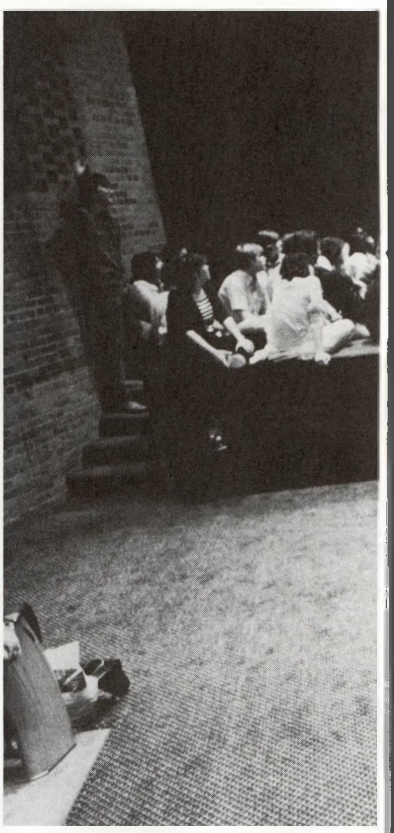
Students were invited to share in live theatrical experiences with Jennie Stoller (above), Heather Canning, and Christopher Ravenscroft (right). Stoller recently starred in *Fen,* which Played in London and New York. Canning has appeared frequently on BBC-TV. Ravenscroft is best known for his various roles in *Nicholas Nickelby,* one of the grandest artistic productions of all time.

COMPANY

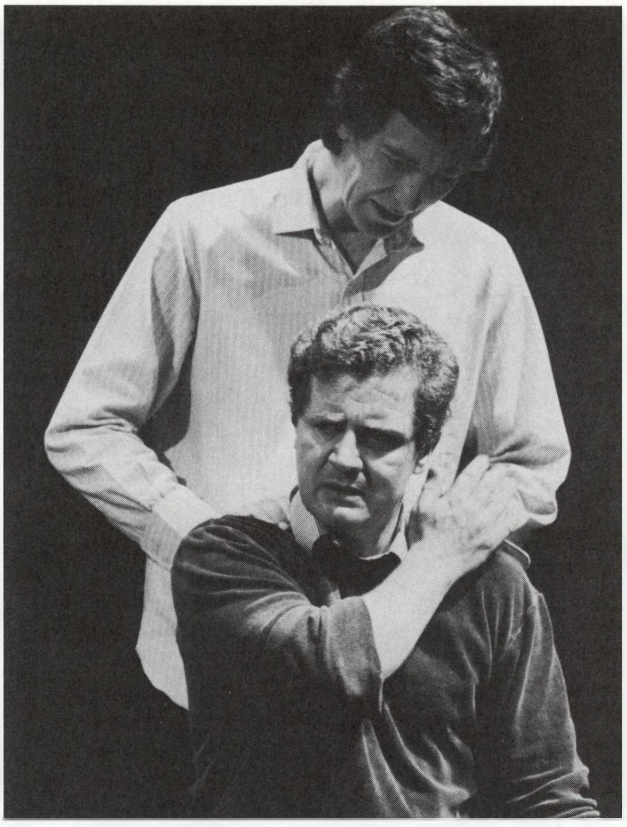
Five actors-in-residence from Great Britain's world-famous repertory company spent a week at La Salle in October, participating in classroom discussions, offering workshops, and presenting delightful performances of *The Merchant of Venice, Under Milkwood,* and *The Tarnished Phoenix,* in the Dan Rodden Theatre.

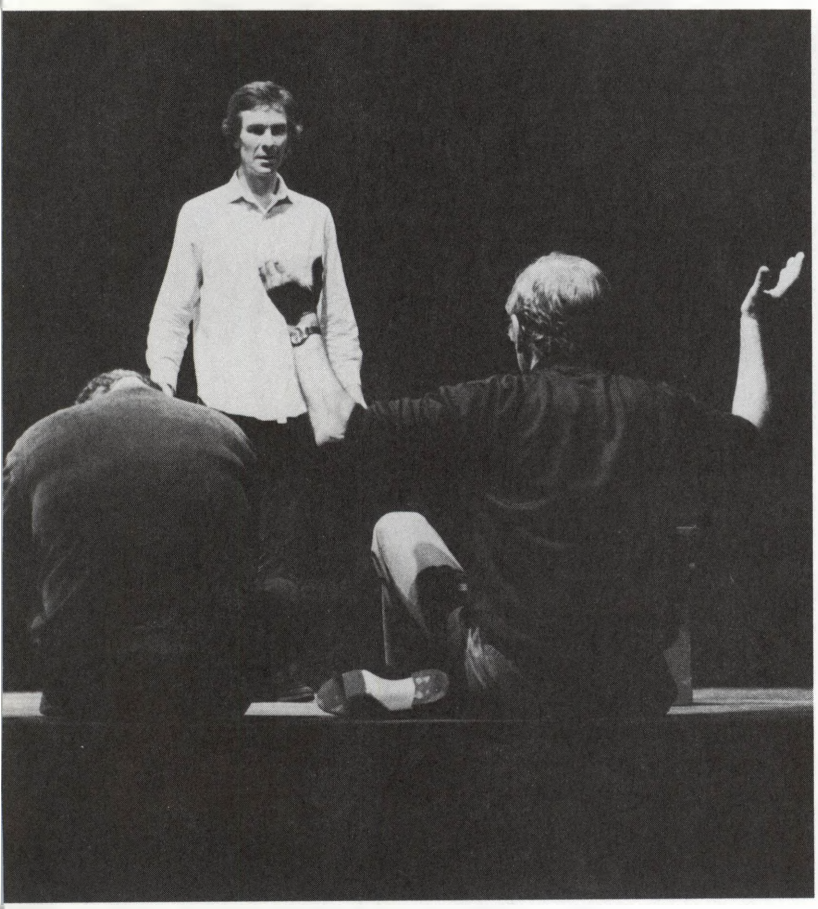
Shakespeare was brought to life in this unique,





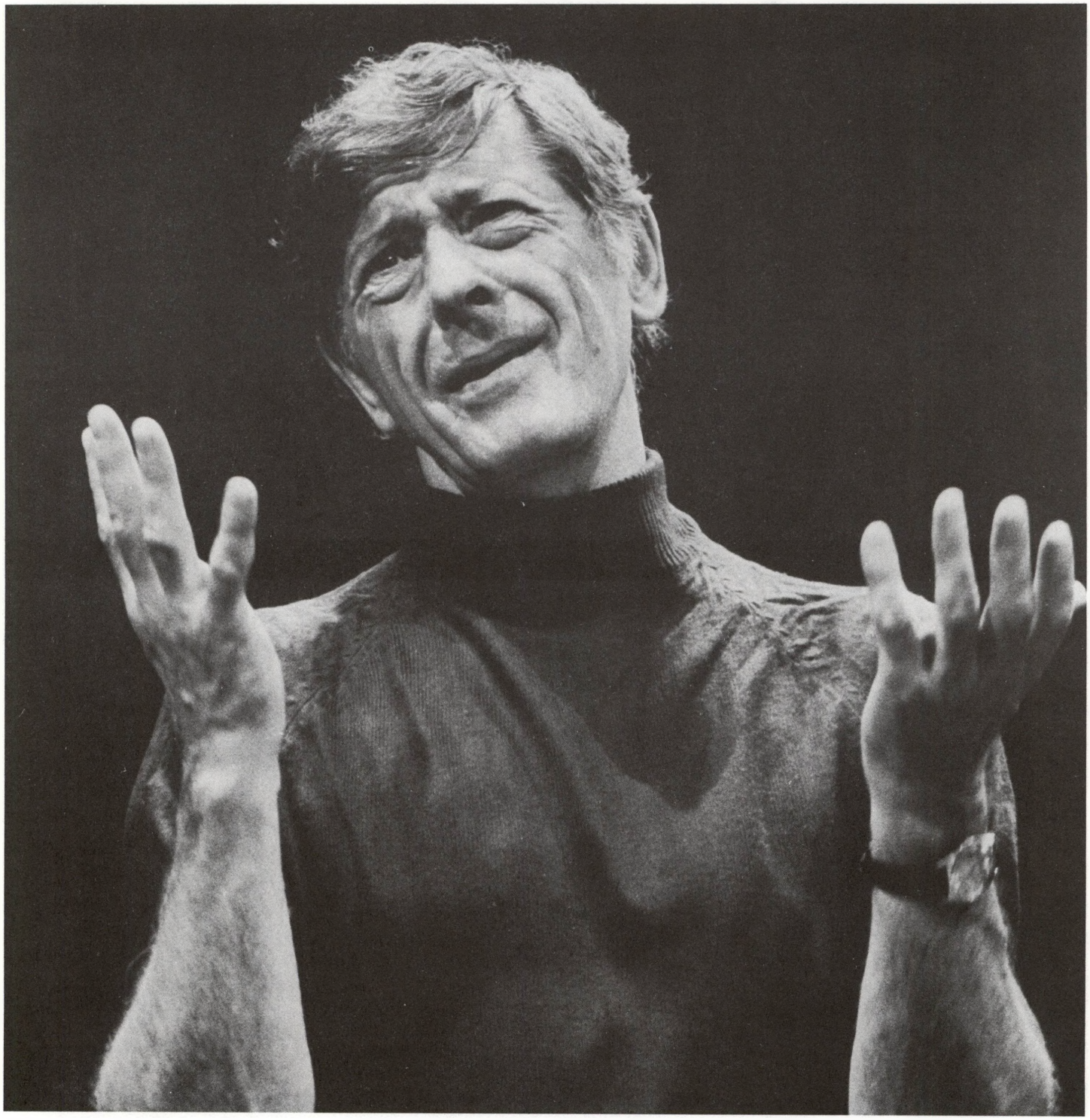
dynamic traveling program





Appearing at a variety of sites including the college's Art Gallery (left), Dan Rodden Theatre (center), or Olney Hall classroom (above), the touring actors impressed drama critics and sold-out-audiences, alike, with their creative versatility and illuminating displays of technique. The company also included David John Kane (left and above), who created the role of "Puck" in Peter Brooks memorable production of *A Midsummer Night's Dream*.

Edwin Richfield's versatility was one of the highlights of the Royal Shakespeare Company's visit to La Salle. He has worked in every branch of the entertainment business from cabaret to classic theatre, and opera.



Around Campus

Gregory O. Bruce (right), director of the college's MBA Program, discusses curriculum with his newly-appointed assistant director, John Barton, '80.

The MBA at La Salle: A Program of Flexibility & Convenience

It's only in its eighth year and it was founded amidst declining enrollments throughout the nation, but La Salle College's Master's Degree in Business Administration (MBA) Program has established itself as one of the largest and most respected programs in the highly competitive academic market of the Delaware Valley.

La Salle's 950 MBA students (25% of them women) are attending day, evening and weekend classes either on a full-time or part-time basis. Most of them are attending classes on the main campus at 20th St. and Olney Ave. but a significant number of courses are also offered at the college's off-campus sites in center city, northeast Philadelphia, and Bucks County.

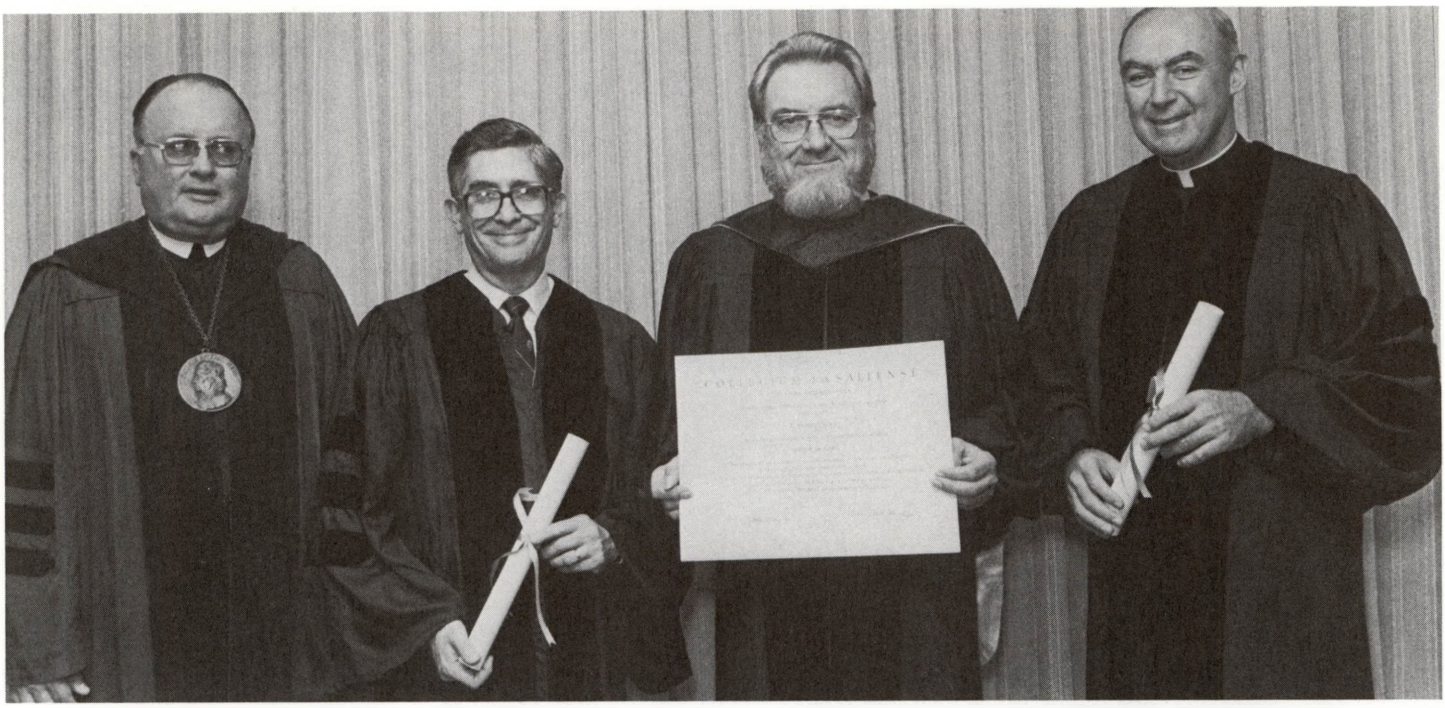
"That's one reason why our MBA Program is so successful," says Gregory O. Bruce, director of La Salle's MBA Program. "We have been much more flexible and convenient than many of the other institutions. Not only in the hours and locations where students can attend classes, but also in offering highly specialized courses that have special meaning today in business and industry.

In addition to the traditional business areas such as Accounting, Finance, Marketing, and Management, La Salle MBA students can now specialize in Human Resource Management, Taxation, Risk Management Insurance, and Health Care Administration. La Salle's graduate students are very diverse—75% of them attended undergraduate institutions other than La Salle and at least 35% of them are working in the non-profit sector.

Bruce said that Finance and Management continue to be the most popular areas of specialization. "Twenty years ago, Marketing was considered to be the most important area of graduate study in business," Bruce explained. "Before that, it was production. But today there is much more emphasis on debt service, interest rates and corporate spending. Finance reflects what's happening in our economy today."

A number of La Salle's full-time MBA students have also worked as consultants for the college's Small Business Development Center under the direction of Dr. Bernard B. Goldner, professor of management. Research assistance and internship opportunities, housing and financial aid assistance, and Career Planning and Placement service are also available.

With 650 graduates of La Salle's MBA program now working full-time in area business and industry, Bruce recently announced the formation of an MBA Alumni Association. It will be headed by G. Steven Simons, '83, first vice president and director of marketing clearing services, Butcher and Singer, and Thomas J. DiSabatina, '84, branch marketing coordinator, Fidelity



Brother President Patrick Ellis, F.S.C., Ph.D. (left) presents honorary degrees to (from second from left): Edward J. Stemmler, M.D., Dean of the University of Pennsylvania School of Medicine; C. Everett Koop, M.D., Surgeon General of the United States, and Msgr. James T. McDonough, former director of Catholic Social Services for the Archdiocese of Philadelphia.

Bank. A representative of this organization will sit as a voting member on the Board of the college's Alumni Association. The MBA Alumni group plans to arrange a regular schedule of professional and social activities and seminars.

Bruce sees more women coming into MBA programs. In fact, they comprise 33% of La Salle's *new* graduate business students. As a government official said recently at a seminar attended by Bruce in Harrisburg, "In the 1990's, there will be such a shortage of labor that women will have to be in our work force to keep production at suitable levels."

Surgeon General Honored At Annual Convocation

C. Everett Koop, Surgeon General of the United States was among the honorary degree recipients at La Salle's annual Fall Convocation saluting "Contributions to Health Care" on Sunday (Oct. 23) in the College Union Ballroom on campus.

Dr. Koop was awarded a doctor of laws degree along with Msgr. James T. McDonough, former Director of Catholic Social Services for the Archdiocese of Philadelphia. In addition, Edward J. Stemmler, M.D., '50, Dean of the University of Pennsylvania School of Medicine, received an honorary doctor of science degree.

Brother President Patrick Ellis, F.S.C., Ph.D., presided at the convocation which honored a total of 602 Dean's List students from the college, including 160 men and women from the Evening Division.

Dr. Koop was honored for the visible public dedication to his belief in the sacredness of every human life, his medical accomplishments, and Christian idealism.

"A school can do its students no greater favor than to introduce them to heroes," said La Salle's President. "As our beloved country risks a slide into the twilight of totalitarian regimes in its disregard for unborn life, for infants, and for the aged infirm—indeed could become the sparta of modern times, your stand on principle can be most temperately described as heroic."

Described as "a man whose apostolate has brought hope, as well as corporal and spiritual welfare to thousands of less fortunate of our neighbors," Msgr. McDonough was honored for dedicating his life for all who have sought the assistance of the Archdiocese of Philadelphia by reason of age, illness, handicap, or refugee status.

"For sixteen years you have labored unobstrusively and competently at the head of a multi-million dollar service, multiplying many times over the impact of individual good will," added Brother Ellis while presenting Msgr. McDonough with his honorary degree.

Dr. Stemmler was honored for his distinguished academic, medical, administrative, and community achievements.

"In the context of our health-care convocation, you are the quintessential alumnus," said President Ellis. "What more can an institution of higher education ask of its graduates than to attain the highest eminence in his or her field, and to do it locally, where your influence and loyalty can do us the most good . . ."

Dr. Koop was sponsored by Brother F. Christopher, F.S.C, Ph.D., Consultant, Foreign Student Credentials at La Salle. Msgr. McDonough's sponsor was Brother Luke Maher, F.S.C., Ed.M., a member of the college's Board of Trustees, while Dr. Stemmler's sponsor was Brother Richard Hawley, F.S.C, Chairman of the college's Biology Department.

Dr. Koop, a world-famous pediatric surgeon, was nominated by President Reagan to be Surgeon General of the U.S. Public Health Service in September, 1981. He had been deputy assistant secretary for health in the Department of Health and Human Services.

A native of Brooklyn, N.Y., Dr. Koop previously was surgeon-in-chief of Children's Hospital, in Philadelphia, and professor of pediatric surgery and pediatrics at the University of Pennsylvania School of Medicine. A 1937 graduate of Dartmouth College, he earned his M.D. degree from Cornell Medical College in 1941.

The author of more than 170 articles and books on the practice of medicine, Dr. Koop has received numerous honors including the Legion of Honor by France. He has been inducted into the Royal College of Surgeons, England, and received the highest award of the Dominican Republic for his achievement in separating the conjoined Dominican twins.

Msgr. McDonough served as Director of Catholic Social Services, the largest voluntary sectarian agency in Pennsylvania, from 1967 until his appointment as pastor of St. Stanislaus Church in Lansdale, last June.

A native of Philadelphia and a graduate of St. Charles Seminary, in Overbrook,

Msgr. McDonough has been President of the Catholic Health Association of the United States, a member of the Mayor's Commission on Health, and Vice President of the National Conference of Catholic Charities.

Dr. Stemmler's entire professional career has been at the University of Pennsylvania since he graduated first in his class and received his M.D. degree there in 1960. A specialist in pulmonary diseases, he has held a number of medical and administrative posts at the University of Pennsylvania Medical Center. He has been active in a number of organizations including Chairman of the Council of Deans of the American Association of Medical Colleges.

President's Associates Adds 12 New Members

La Salle College has added 12 prominent business, communications, and educational leaders to its Council of President's Associates, it was announced by the college's president, Brother Patrick Ellis, F.S.C, Ph.D.

Named to three year terms on the advisory board were: Roseanna D'Alessandro, vice president, public affairs, Penn Mutual Life Insurance Company; Dr. Charles R. Dees, Jr., '61, vice president, university relations, Seton Hall University; John A. DeWald, Esq., '69, a corporate attorney, and Hugh Gannon, sportscaster, WCAU-TV.

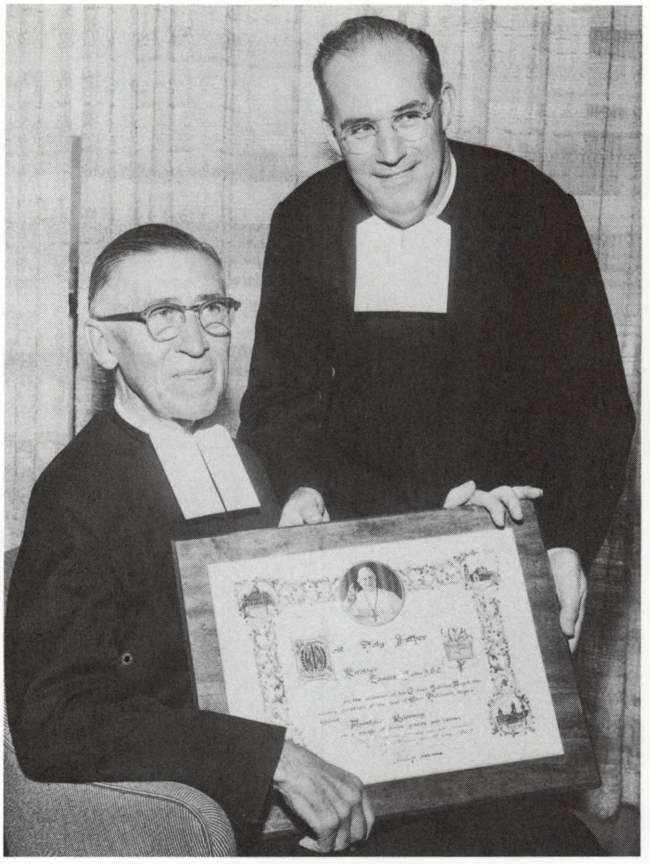
Also: Thomas J. Gola, '55, vice president, Valley Forge Investment Corporation; Edward E. Strang, '67, vice president, Germantown Savings Bank; James T. Guo, president, Chang Mei, Inc., and Thomas J. Kelly, '56, president, Penco Corporation.

Also: Nina V. Kenny, vice president, consumer affairs, Colonial Penn Group; John F. Magosin, Jr., '58, computer consultant; Nancy R.K. Ritvalsky, MBA, '80, assistant to the president, Alco Standard Corporation, and Brian J. Smith, '66, partner, Arthur Andersen & Co.

La Salle's 36 member Council of President's Associates is a vital adjunct to the college's Board of Trustees, its president, and total development effort. Among other functions, it participates in a long-range planning for educational programs and the development of human as well as financial resources.

The personal involvement of each associate is channeled toward his or her projects relating to particular interests and only to such an extent as time and resources may permit. The group's aims are achieved mainly through the work of sub-committees which are formed as needs arise, and through individual consultations with the president and other members of the administration and faculty.

College Mourns Passing of Brother Edward John



Edward John, F.S.C. (left), celebrated his golden jubilee as a member of the Christian Brothers in 1960, and was presented with an apostolic blessing from Pope John XXIII by Brother Daniel Bernian, F.S.C., Ph.D., who was then the President of La Salle College.

Mass of Resurrection was celebrated on October 5 at La Salle's Student Chapel for Brother Edward John, F.S.C., a member of the Christian Brothers for 72 years and long-time Bursar at the college, who passed away Oct. 2, at North Penn Hospital, Lansdale. He was 92.

Brother John, a native of Fort Wayne, Indiana, had been the Bursar at La Salle College from 1934 until his retirement in 1971. He had spent his last years at the Villa of Divine Providence, in Lansdale.

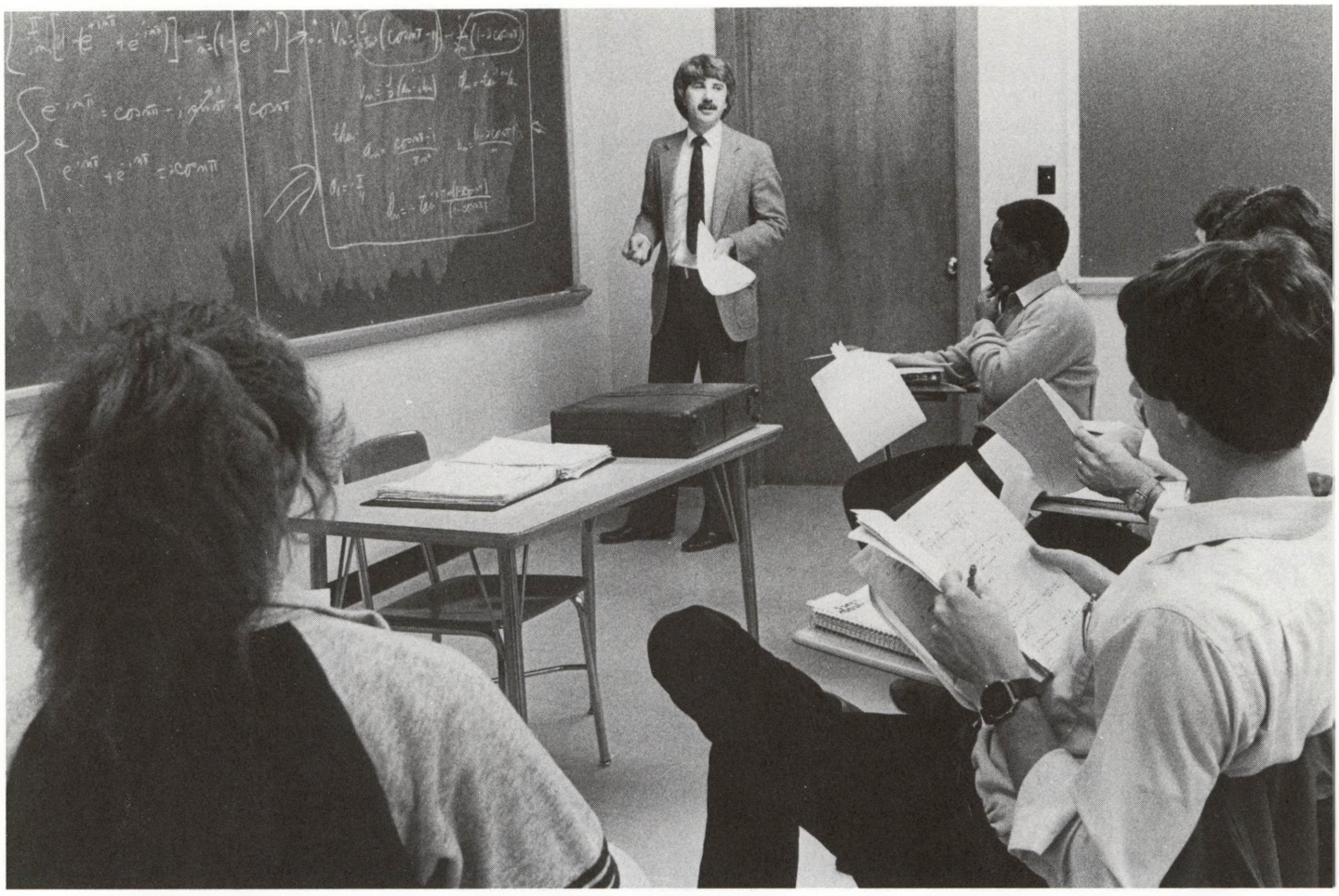
Featured on the occasion of his 90th birthday in the winter, 1980, issue of *La Salle,* Brother John was described by President Emeritus Daniel Burke as an "exemplary" bursar. "In his long life he has carved for himself an important place in the memory of LaSallians, who esteem him for his energetic spirit, sunny disposition, perservering work, and unflagging loyalty to students and alumni," added Brother Burke.

Brother John, one of eight children (seven who entered the religious life), joined the Brothers of the Christian Schools in 1911. He taught accounting at La Salle in 1929, the first year the college was located at its current site at 20th St. and Olney Ave.

He had been principal of La Salle College High School (1928-29) and opened the Christian Brothers' Commercial School, at 1240 N. Broad St., in 1930. He served there as principal until 1934.

Brother John also taught at La Salle High School, Cumberland, Md.; St. Thomas College (now the University of Scranton), St. Patrick's School, Augusta, Ga., and the Cathedral School, in Philadelphia, where he served as principal from 1919 to 1921. He was the vocational director and recruiter for the Baltimore Province of the Christian Brothers from 1921 to 1926.

Brother John earned bachelor's (1923) and master's degrees (1926) from La Salle College. He was also awarded a honorary doctor of commercial science degree by the college in 1952.



Dr. Robert A. Bartolini, chairman of the college's Electronics Physics Department, conducts a class in "Computer Electronics."

"La Salle has always cherished the active participation and support of influential friends in its development and growth," said Brother Ellis. "Their energy, perspective, and competence are needed now, more than ever before, as the college enters a new era of educational opportunity and community obligation."

Evening Division Offers Computer Electronics

With career opportunities in all aspects of the electronics business rapidly increasing, La Salle College's Evening Division has introduced a "Computer Electronics" option as part of its Electronics Physics Program.

Now, in addition to pursuing a "General Electronics" track, men and women studying at La Salle can, in effect, major in computer hardware with a minor in computer science. Such students will still take courses required in the "General" program such as mathematics (with an emphasis on calculus) and computer science, but they can now select computer electronics courses which emphasize hardware.

"It's a tough, challenging curriculum, but the jobs are out there if you want to do the work," says Dr. Robert A. Bartolini, chairman of La Salle's Electronics Physics Department. "There's a tremendous interest in the electronics business again. Just look at the level of sophistication in home computers, calculators, electronic photography, and videotape recorders."

Bartolini, who is Group Head, Optical Systems Research, at RCA Laboratories, in Princeton, says that the job market in electronic technology is "unbelievable" right now. "People graduating with technical degrees just about have their choice of jobs," he added.

In addition, students majoring in Computer Science at La Salle now can complement their strong mathematics backgrounds by taking such introductory courses as "Circuit Theory," "Electronic Circuits," and "Transistor and Circuit Analysis," among others. This will allow Computer Science majors to effectively minor in computer hardware.

"There is enough emphasis on the computer science end so our students know what goes on in front of the computer" says Dr. Bartolini. "Now they can learn a little bit what goes on inside the box. What makes it tick."

Bartolini said that La Salle's "Computer Electronics" option is primarily designed for two types of students:

—Those who are already working as technicians in the electronics industry who have "hands-on" experience and can look forward to a promotion to an engineer-level position with the proper degree, background, and formal education in math and physics.

—Students who graduated from high school, then went into the service or obtained "non-technical" employment but were exposed to the electronics industry. Such students usually have a strong understanding of basic principles and want to formalize their education.

La Salle also encourages transfer students with associate degrees from area community colleges. Credits from such institutions are often transferable.

All students enrolled in La Salle's Evening Division Electronics Physics Program, which is one of the most highly-respected in the nation, received extensive personal counseling from the Evening Division faculty and staff. Most of the electronics physics instructors have doctorate degrees with considerable "hands-on" experience in high level industrial positions.

Bartolini, who has been associated with La Salle's department since 1973, has seen a number of his graduates earn advanced degrees, including Ph.D.'s from such institutions as Columbia, Penn, and Drexel, among others.

Alumni News

John J. Pettit, Jr., '56, (left), chairman of the Alumni Association's Downtown Luncheon Club, and sportscaster Hugh Gannon present plaque to Kathy McGahey, '82, at luncheon honoring La Salle College Olympians at the Engineer's Club, on October 4. Other guests included Diane Moyer, '80, who will join McGahey on the 1984 U.S. Field Hockey team; William T. Belden, '70, an Olympic oarsman; Al Cantello, '55, a javelin thrower, and Ira Davis, '58, who appeared in three Olympics in the triple jump. Swimming great Joe Verdeur, '50, who won a gold medal in the 1948 Olympics, was unable to attend because of illness.

SCHOOL OF ARTS & SCIENCES

'50

William Fitzpatrick has been named superintendent of the Great Valley School District in Chester County, Pa.

'59

Daniel Ornaf has been appointed vice president and general manager of Yield House, Inc., in Nashua, N.H.

'64

Joseph P. Batory has been named assistant superintendent of the Upper Darby (Pa.) School District.

'65

Lewis DeVicaris, a teacher at Cheltenham High School, won the Presidential Award for excellence in Science and Mathematics. He was honored by President Reagan at a White House ceremony on October 19th. **Dr. John J. Kozak** has been appointed manager of the Product Development Department for Koppers Company, Inc., Pittsburgh. **William J. Peters, M.D.,** has been elected vice chairman of the Montana Section of the American College of Obstetricians and Gynecologists (ACOG) for a three-year term. **Henry B. Potoczny** has been promoted to professor of mathematics at the Air Force Institute of Technology at Wright-Patterson Air Force Base, Ohio.

'69

Allen S. Weiss, M.D., has been elected to fellowship in the 57,000 member national Medical Specialty Society. Dr. Weiss, a specialist in rheumatology and internal medicine, will be honored during a convocation ceremony in Atlanta, Ga.

'70

Thomas McLaughlin has been named director of Appalachian State University's Honors Program, in Boone, N.C.

'71

Kenneth S. Domzalski has become a partner in the law firm of Book Binder, Guest, and Domzalski in Cherry Hill, N.J.
MARRIAGE: **Joseph O'Neill** to Regina Lohle.

'72

Joseph E. Cannon joined the faculty of Elizabethtown College (Pa.) as assistant professor of computer science.
MARRIAGE: **David E. Beavers** to Brenda L. Rhone
BIRTH: to **Wayne Romanczuk** and his wife, Patricia, a son, Mark Joseph.

'75

John E. Brady, M.D., a flight surgeon serving with a Marine Helicopter Squadron, and was with the first landing of Marines in Beirut. He was awarded the Navy commendation Medal and was nominated Flight Surgeon of the Year. He is currently stationed at the Naval Air Station in New River, N.C.
BIRTHS: to **Patricia Donegan O'Connell** and her husband Jerome O'Connell, '75, a son Kevin and a daughter Ann Quinn; to **Kathleen Sulpizio Fields** and her husband Michael, a son, Christopher Nicholas.

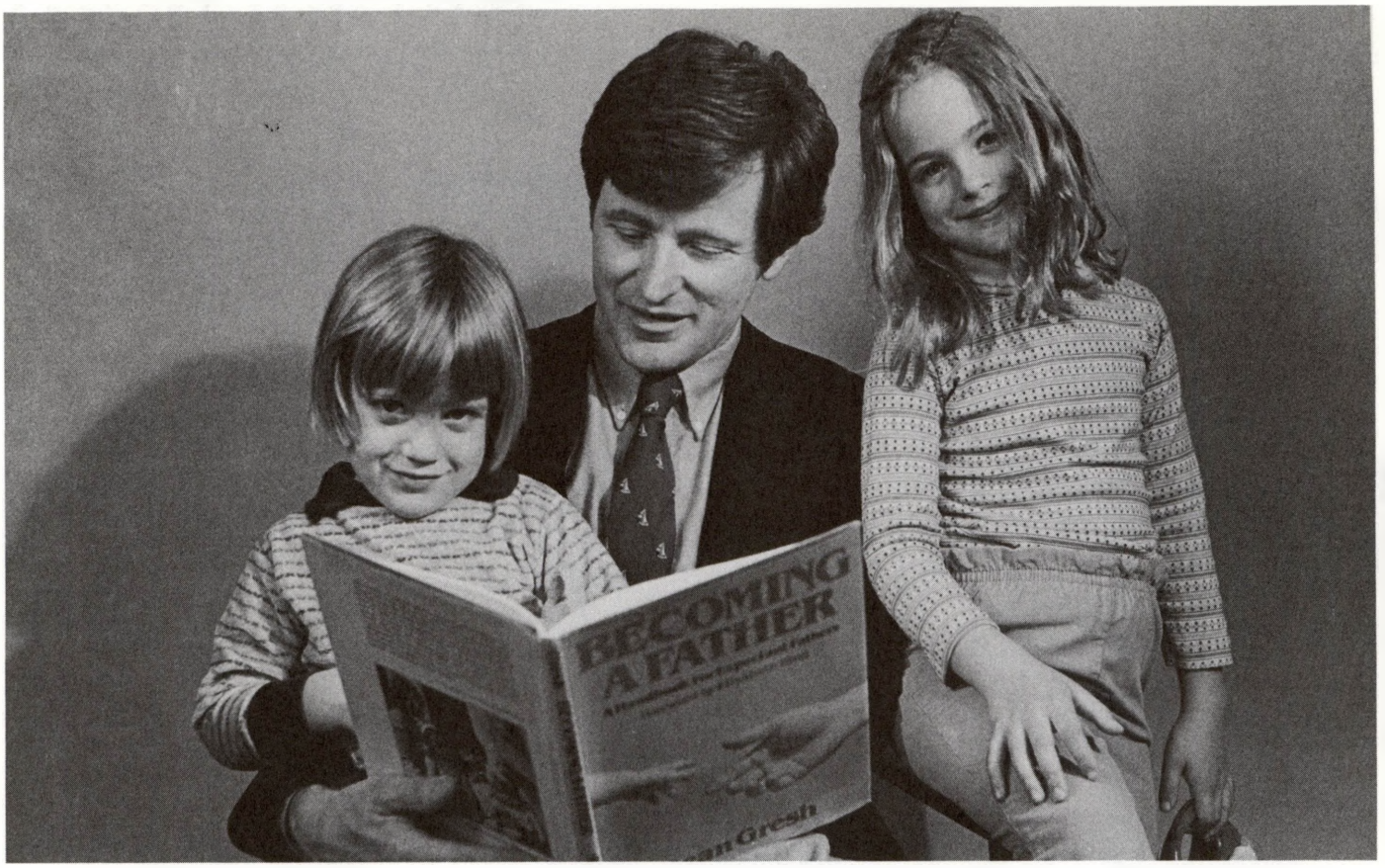
John E. Brady, M.D.

'77

Gail Eisenberg has been appointed to the staff of Muhlenberg College in Bethlehem, Pa.
MARRIAGE: **Patricia L. Parente** to **Joseph P. Maher, '77.**
BIRTH: to **Denise R.L. Reschauer** and her husband, **Fred W. Reschauer, '80,** a daughter, Melanie.

'79

Aloysius J. Bergin participated in a four-day seminar for National Life Insurance Co. in Montpelier, Vt., at the firm's home office. Bergin was among 24 National Life representatives selected. **James McClain,** a graduate of Rutgers University School of Law, has joined the staff of the Atlantic County (N.J.) Prosecutors Office.
MARRIAGE: Alan M. Shaffer to Cynthia L. Baker, '79.



Sean Gresh with his children, Kristen and Geoffrey.

BECOMING A FATHER

As a former Christian Brother, theological scholar, and magazine writer, the career of Sean Gresh, '64, has certainly taken an unlikely twist.

Gresh is an assistant professor of journalism at Boston's Emerson College. Nothing unusual about that. But he is also one of the nation's top experts on the problems and expectations of *Fatherhood.*

"When my wife and I were expecting our first child I was shocked because there was so little in the literature about the subject," explained Gresh during a recent stop in Philadelphia where he was on tour promoting his highly-acclaimed 1980 book, *Becoming A Father,* which has been re-issued in paperback with an initial run of 50,000.

"Did you know that as many as one-third of expectant fathers suffer from the Couvade Syndrome?" Gresh asked, explaining how some men experience such pregnancy symptoms as headaches and abnormal weight gain. Gresh discusses topics like this extensively in his book as well as other emotional, physiological, and economic factors. He also takes a long look at the father's role during the first months at home with the newborn.

"I hope that the book will make a small impact in helping people become more involved as fathers," says Gresh. "I want to get the idea across that fathers are competent in taking care of babies, too. But they must get involved early. Good relationships just don't happen automatically."

Now parents of two children, Gresh and his wife Kathy Hoffman, have combined the fine art of parenting with juggling two careers. In addition to teaching art history at nearby Bradford College, she is writing a book on the life of artist Georgia O'Keefe. They plan to collaborate later on another book about art history and appreciation.

Gresh, who was a member of the Christian Brothers for three years, worked as a researcher for author Gail Sheehey *(Hustling, Passages)* and says that she along with longtime La Salle College English professor Claude F. Koch, '40, had profound influences on his writing career.

"It was an incredible experience working for Sheehey," explains Gresh. "It was my first opportunity to see a professional writer up close, to see the impact that she had. She encouraged me to write. She saw that I had the potential for getting things down on paper and getting published."

Gresh said that Koch was an outstanding teacher. "I was barely literate when I first got to La Salle, he recalled. I really struggled. He freed me to write, taught me how to write a clear sentence. At that point I had the feeling that I had failed at an enormous number of things. But I thought, 'maybe I do have something to say.' "

Gresh worked for Sheehey in 1972 and 1973, then joined the staff of *Newsweek* as a researcher/reporter in the Religion Department before being assigned to "Periscope." By then he had earned his doctorate in education from Columbia University/Union Theological Seminary. He taught in the English Department at Allen University, in South Carolina, and worked as public information director at New England College, in New Hampshire. He has also contributed to such national publications as *Glamour.*

'80

BIRTH: to **Fred W. Reschauer** and his wife, **Denise R.L. Reschauer, '77,** a daughter, Melaine.

'81

Kevin Dalmasse entered the Christian Brothers on September 24, 1983 in Philadelphia. **Neil Sheaffer** was recently awarded a master's degree in classical studies from Villanova University. He will teach Latin this coming year at Germantown Academy, in Fort Washington, Pa.
MARRIAGE: **Elizabeth Anne McCabe** to Francis Lee Wills.

'82

Sister Lydia Etter, O.S.F., was one of five sisters who professed her final vows as a Sister of St. Francis at Our Lady of Angels Chapel in August. **The Most Reverence George Reiss,** Bishop of Trenton officiated at the ceremony in Philadelphia.
MARRIAGE: **Helen Marie Kleschick** to Barry Laws Bowers.

'83

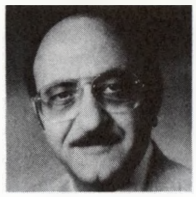
Scott M. Dorfner is the winner of a $3,000 scholarship awarded by N.J. Association of Osteopathic Physicians and Surgeons. He will attend the University of Pennsylvania School of Osteopathic Medicine. **Thomas Piotrowski** has signed a multiple term contract with the Portland Trail Blazers, of the National Basketball Association.

SCHOOL OF BUSINESS

'35

Edward McCool was been appointed executive director of New Jersey's Common Cause Steering Committee in N.J.

'52



Peter J. Pernice has been appointed director

ALUMNI ASSOCIATION NEWS

ALUMNI HOMECOMING SLATED FOR MAY 18-20 WILL FEATURE GOLF TOURNEY & DINNER

Alumni Homecoming will be held on the Week-end of May 18-20, 1984, it was announced by Alumni President Philip E. Hughes, Jr.

Many class reunion committees already are formed and making preliminary plans for celebrating milestone anniversaries on campus. Members of the Class of '34, '39, '44, '49, '54, '59, '64, '68, '69, '74, and '79 may expect to receive communications from their respective class committees in the near future. These committees are open to participation of all class members. Call the Alumni Office (951-1535) to volunteer.

GOLF OUTING TO BE HELD AT OAK TERRACE

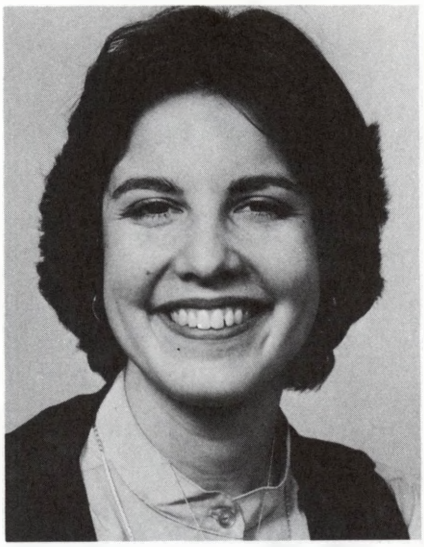
Among the successful features to be repeated will be the Homecoming golf outing which is planned for Friday, May 18 at the Oak Terrace Country Club on Route 63 in Horsham, Pa. The cost for the day's activities, greens fees, cart and prizes, will be $25.00. The dinner that evening at the club, which will honor yet to be chosen Hall of Athletes inductees, also will be $25.00. Mary Beth Bryers, '76, again will coordinate the outing.

Bonus for early reservations: The first 20 reservations for golf *and* dinner will receive a $5.00 discount, i.e. the full day will cost $45.00.

Additional details will be announced in future issues of *La Salle.*

BASKETBALL TRIP AND DINNER AT SPECTRUM PLANNED

Fresh from its highly successful Olympic luncheon and its second annual Christmas party at the Irish Pub, the Downtown Club, in cooperation with the Explorer Basketball Association, will hold a pre-Notre Dame game dinner at the Spectrum's Ovations Club on January 4. . . . The Explorer Basketball Association plans a bus trip to West Point, N.Y., and the game with Army on January 7. Call the Alumni Office for reservations or additional information on these activities.



Mary Beth Bryers, '76, will coordinate the Alumni Association's annual Gulf Outing.

Ronald A. Codario, M.D., '69, (left), receives the Signum Fidei Medal, the highest award given by La Salle College's Alumni Association, from the group's president Philip E. Hughes, Jr., Esq., '71. Presentation took place at the Alumni Association's annual awards dinner, Nov. 18, on campus. Dr. Codario was honored for his generosity and compassion in dealing with Vietnam veterans suffering illnesses associated with exposure to Agent Orange. The Signum Fidei Medal is awarded for noteworthy contributions to the advancement of humanitarian principles in keeping with Christian tradition.

of financial planning and operations for the Government Systems Division of RCA in Cherry Hill, N.J.

'57

Michale J. Cornely, Sr., has been promoted to senior vice president for loan administration at Colonial Mortgage Service Company, in Rosemont, Pa.

'60

Joseph J. Sgro has been appointed a principal associate for International Resource Development in Washington, D.C.

Athletic Department Plans Golf Outing

On Monday, May 21, 1984, the second annual La Salle Athletic Department Golf Outing will be hosted at North Hills Country Club. Last year's event involved over 100 participants but the field will be expanded this year. The day also features tennis at High Point Racquet Club, Open Bar Cocktail Hour, Prizes, and a scrumptous buffet dinner. For further details and to have your name placed on the invitation mailing list, call Bill Bradshaw, Athletic Director, at (215) 951-1516.

'64

Frank Kaminski, Jr., has been named president and chief executive officer of the newly formed Pennsylvania Independent Bank, in Reading, Pa.

'65

Joseph J. Hagan has been promoted to vice president of Philadelphia National Bank.

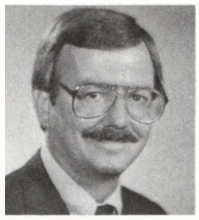
'66

Martin P. Fletcher has been named postmaster of the Bronx Borough of New York City.

'67

J. Anthony Hayden, Jr., senior vice president and northeastern regional director of Cushman and Wakefield Inc., has been elected to the company's Board of Directors in New York City.

'68



John A. Keck

Charles F. Dougherty has been appointed manager-marketing, eastern construction products division of the United States Gypsum Company, in New York. **John A. Keck** has been named a vice president of First State Bank of Abilene, TX.

'72

Robert J. Lockwood has been promoted to district claims manager of Harleysville Insurance Group, in the Fort Washington (Pa.) service area.

'73

Alan L. Saltiel won the Annual Distinguished Graduate Award for the Associate in Risk Management Program of the Insurance Institute of America in Malvern, Pa.

'74

Richard Occhiogrosso has been named vice president/assistant secretary of the commercial loan department at United Jersey Bank/Midstate, in Asbury Park, N.J.

'76

MARRIAGE: **Frederick Paul Shepherd** to Claudia Showalter.

'77

Rosemary A. Gallager, C.P.A. supervisor of planning consolidation at I.V.B. International has been named corporate liaison to the World Affairs Council of Philadelphia. **Anthony T. Mazzei** has earned his Chartered Life Underwriter designation from American College in Bryn Mawr, Pa.
MARRIAGE: **John P. Bisco** to Kathie Dopsovic.

'79

MARRIAGE: **Cynthia L. Baker** to **Alan M. Shaffer, '79.**

'80

Terese G. Murphy of New Ipswich will be one of the Mason College pre-school teachers, in Petersborough, N.H.
MARRIAGE: **Linda A. Gauder** to **Thomas A. Rakszawski, '81.**

'81

MARRIAGES: **Paul Barr** to **Marianne Steelman, '81; Thomas A. Rakszawski** to **Linda A. Gauder, '80.**

'83

Donna M. Shea will be spending a year doing accounting and tutoring at Teche Action Clinic in Franklin, La., as a volunteer in the Jesuit Volunteer Corps, South.

M.B.A.

'80

Michael K. Haskins has been named manager of First Pennsylvania Bank's community relations unit, in Philadelphia.

MOVING?

If your mailing address will change in the next 2-3 months, or if this issue is addressed to your son or daughter who no longer maintains a permanent address at your home, please help us keep our mailing addresses up-to-date by:

1. PRINT your full name, class year and new address on the opposite form, and
2. Attach the label from the back cover of this issue and mail to the **Alumni Office, LaSalle College, Phila., Penna. 19141.**

Name _____ Class Yr. _____

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City _____ State _____ Zip Code _____

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ATTACH LABEL HERE

NECROLOGY

'52
Robert N. Drayton

'58
John A. O'Brien

'75
James J. Branigan

Holiday Blessings

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